

Free Cars.com Webinar Examines How Effective Senior Management Teams Develop Winning Internet Operations

CHICAGO, Nov. 3, 2010 /PRNewswire/ -- Cars.com announced today a webinar to examine the strategies successful general managers implement to build an Internet culture, take online sales to the next level and boost profitability. The free workshop, "Internet Management: Successful GMs Share Their Secrets," begins at noon EST on Nov. 12.

Joining the expert panel discussion are: Andrew DiFeo, general manager of Hyundai of St. Augustine (Florida), and Patrick Stark, general manager of Yark Automotive near Toledo, Ohio. Jack Simmons, Cars.com dealer training manager, will moderate.

"With online initiatives increasingly driving the bottom line, dealerships across the country are making the transition from siloed Internet departments to integrated Internet stores," said Simmons. "Forward-looking dealers/operators and general managers lead the charge, taking greater day-to-day oversight of their online operations. They ensure that processes are consistently implemented and that customers receive quality care – whether in sales, F&I or accessories, parts and service."

In this webinar, attendees will get advice on how to:

- Build a high-performance Internet sales operation.
- Develop an Internet culture.
- Formulate a strategy to implement proven Internet business processes throughout the dealership.
- Allocate resources to boost performance and ensure consistent results.
- Identify key success metrics to track and calculate ROI.
- Develop the structure that supports business goals and recruit qualified staff.
- Integrate new sales and marketing channels.

Dealers interested in attending or learning more about this month's DealerADvantage Live webinar may visit Cars.com's DealerCenter at <http://dealers.cars.com/live>, where they can register to attend the event and view archived recordings of past events. Thousands of franchise and independent dealers have attended DealerADvantage Live since Cars.com launched the webinar series in September 2006.

Dealers do not have to be Cars.com customers to attend the webinar, but they must download free WebEx software (<http://www.webex.com>) to participate. In addition to DealerADvantage Live, Cars.com offers a comprehensive dealer training program that includes in-market and web-based training workshops. Information on upcoming events can be found at <http://dealers.cars.com>.

About Cars.com

Cars.com is the leading destination for online car shoppers, offering credible, easy-to-understand information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car. With comprehensive pricing information, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and a large selection of new- and used-car inventory, Cars.com puts millions of car buyers in control of their shopping process with the information they need to make confident buying decisions.

Launched in June 1998, Cars.com is a division of **Classified Ventures LLC**, which is owned by leading media companies, including Belo (NYSE: BLC), Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI), Tribune Company and The Washington Post Company (NYSE: WPO).

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